**Job Description: Admissions Manager(YCKG)**

**职位说明：招生经理（乐成幼儿园）**

**Position Summary/职位概述：**

Under the leadership of the YCE Manager of Admissions and Community Relations, this position is responsible for all YCKG admissions work and developing annual enrollment projection and rolling forecast for YCKG. To lead the YCKG admissions team to achieve all enrollment goals set. To build a strong admissions team through coaching and mentoring with a view of improving enrollment and reenrollment initiatives. Maintain a comprehensive and up to date database of all past, present and interested families. All worked under the mission statement, procedures and framework of Yuecheng Education.。

**Major Responsibilities/主要职责:**

**Leadership**

1. Demonstrate excellent time, project and people management skills

2. Act as a good role model to all team members

3. Inspire and empower team members to grow

**Enrollment Management**

1. Work with Director of Communications and Manager of Admissions & Community Relations to develop annual enrollment projection and rolling forecast for YCKG.

2. Administration of the whole admission process, including the efficient management of the enquiry process, and the fulfilment of prospectus requests, ensuring that all enquiries are dealt with promptly.

3. Consistently follow Admissions policy, protocols and procedures across YCKG.

4. Be clear of admission goals and make relevant plans.

5. Handle parents’ inquiries warmly, timely and professionally

6. Demonstrate warm and personalized communication when speaking and writing to families

7. Understand Admissions data, budget and analysis thoroughly

8. Manage campus tours, interviews and assessments with high quality and create a positive experience for families.

9. The production of regular reports concerning applicants and numbers.

10. To oversee the arrival and welcome into kindergarten, of new parents and students, including providing new parents with all the information (handbooks, uniform list, fee information etc.) that they require prior to their child joining the kindergarten.

11. Complete the admissions handbook.

**Reenrollment Management**

1. Be responsible for the reenrollment process for both kindergartens.

2. Set up reenrollment plan for both kindergartens.

3. Work with academic departments to improve current withdrawal procedure so that students’ withdrawal rate can be managed/reduced.

**Retention**

1. Collect feedback from parents to improve admissions teamwork.

2. Engage meaningful conversations with parents, students and teachers by regular meetings, trainings or workshops to get to know each other better.

3. Monitor community sentiment and provide helpful feedback to Academic and Admin staff to help improve retention.

4. Providing support and high level of care to existing parents and families.

**Team Collabration**

1. Be reflective, think critically and creatively, and demonstrate initiative to help the team improve and develop.

2. Continue to strengthen working relationships with Academic and Admin teams

3. Working in conjunction with the Communication team with regards to the organization of Open Houses, JingKids Fair, New Parent Breakfast, Info sessions, open days other admission evets.

4. Share important data with related departments in a timely manner, i.e. Marketing, Finance, IT, PM etc.

5. Work on other projects designated by Director of Communications and YCE Manager of Admissions & Community Relations.

**Qualifications/任职资格:**

1. Bachelor’s degree or higher, majoring in public relations, marketing or English is preferred.

2. 2-4 years’ experience in public relations, marketing and/or Alumni Relations is preferred.

3. Excellent communication skill both in Chinese and English.

4. Strong writing, planning and organizational skills. Ability to organize and complete multiple tasks simultaneously with close attention to detail.

5. Knowledge of marketing, public relations and event planning, methods and techniques.

6. Understanding of and passion for education.

7. Excellent interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the institution, alumni, other constituents, and the general public.

8. Computer literacy, skilled in office software, like word, excel, PPT, strong Internet skills.

9. Strong leadership skills with the ability to be persuasive and influential.

10. Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve institutional goals.